

Job Description

Job title:	Director of Marketing & Communications
Reporting to:	Chief Executive
Staff responsible for:	A small team of three consisting of Marketing & Communications Co-ordinator, Digital Infrastructure & Marketing Co-ordinator and Events Co-ordinator
Functional responsibility:	Responsible for the development, planning and implementation of marketing, branding communications, press and public relations strategies, overseeing the creation and implementation material and assets, directing the staff team to ensure clear, consistent and effective institutional and programmatic marketing and communications.
Hours worked:	37.5 (Includes flexible working some evenings and weekends)
Salary Grade	Grade 1 (£32,637 - £43,586)
Date issued:	21/08/2017

About Broadway

An old favourite of Quentin Tarantino, an early stop for a young Shane Meadows and with the only auditoria in the world designed by Sir Paul Smith, Broadway www.broadway.org.uk is one of the leading independent cinemas and creative media centres in the UK. With an annual turnover of £3m it attracts over 300,000 visitors each year including almost 200,000 admissions to a diverse programme of cinema, film education, festivals and special events with a popular café bar and range of activities that support the development of talent and creative practice. It is home to a number of filmmakers, receiving international recognition for their work, who share their professional experience, training participants of Broadway's BFI Film Academy course for 16-19 year olds. Broadway is a Hub Lead Organisation for Film Hub Central East, part of the BFI's Film Audience Network, and an Arts Council England National Portfolio Organisation, supporting our Near Now studio for arts, design and innovation.

Duties & Measures	Job objectives and outcomes
<p>Duty 1</p> <p>Measures</p>	<p>Develop and implement a communications strategy which incorporates all aspects of marketing, press and public relations</p> <ul style="list-style-type: none"> • Develop, lead and deliver clear and consistent institutional and programmatic marketing, press and PR strategies that effectively communicates, raises awareness and ensures the success of Broadway's commercial and charitable objectives • Responsible for on-going promotion Broadway's programme of activities including cinema, café bar, conferences, education, talent development and arts to ensure cultural and commercial success • Ensure that Broadway's brand is clearly defined and communicated across all media and understood by customers, staff and partners • Ensure that our brand values are clear and consistently communicated across all activities, on all media platforms and within public areas of our premises

	<ul style="list-style-type: none"> • Ensure that our audiences and customers understand the relationship between Broadway's commercial and charitable activities • Oversee and support colleagues in regular internal communications to ensure all staff are aware of Broadway's activities, priorities and objectives • Final sign-off on all copywriting, marketing materials and assets
Duty 2 Measures	Provide excellent marketing leadership across all areas of activity <ul style="list-style-type: none"> • Ensure Broadway has an ongoing and timely strategy for target marketing to specific audiences groups and achieve awareness amongst the wider public • Develop and deliver targeted marketing initiatives for Broadway's cultural sub-brands including our Arts Council England NPO supported Near Now arts, design & innovation studio, Mayhem Film Festival, Shots in the Dark Film & Literary Festival, Foreshadow Film Fund and BFI Film Hub leadership • Devise and deliver ongoing marketing strategy aimed at maximising the commercial success of our two Café Bars (operated by our commercial subsidiary), conference hires, advertising sales and membership scheme • Oversee the production of all on and offline marketing materials and assets ensuring clear, consistent communications and branding • Work with the wider management team to identify creative and innovative marketing solutions to expand Broadway's national and international profile • Drive digital marketing strategies, including a new cinema loyalty scheme and commissioning of a new website that injects creativity, innovation and expertise to our digital marketing, utilising the latest developments in social media, pioneering prototypes of new ideas and activities • Ensure effective data-led and evidence based evaluation, reporting and decision making on all aspects of marketing and communications • Ensure all marketing activities comply with legal, regulatory, ethical and social requirements
Duty 3 Measures	Develop and lead an audience development strategy ensuring growth of new and targeted audiences for our diverse film, film education and events programme <ul style="list-style-type: none"> • Work closely with our Programme team to develop and deliver audience development strategies that maximise public awareness and increase audiences for our cinema and special events programme • Oversee initiatives including launch of a cinema loyalty scheme that targets growth in young (16-30years) and more diverse audiences and engagement with people and communities who are currently least engaged with the arts or independent and international film • Understanding of comparative UK sector statistical data, ensuring that market research of Broadway's audiences, data analysis, online statistics, data analytics inform audience growth strategy • Work with the Programme team on audience growth targets, overseeing marketing activity and audience development initiatives to monitor and evaluate success in achieving objectives
Duty 4 Measures	Support the Chief Executive in promoting our individual giving and corporate sponsorship fundraising initiatives in support of Broadway's charitable activities <ul style="list-style-type: none"> • Develop an effective approach to our individual giving scheme and corporate sponsorship that recognises and acknowledges the special relationship Broadway has with our audiences and supporters

	<ul style="list-style-type: none"> • Refine our newly established individual giving scheme, communicating clearly our charitable purpose to our audience and supporters , building the ‘Case for Support’, aiming to increase donations to enable future activity • Establish and maintain external relationships that attract corporate sponsorship or partnership funding in support of ongoing development of our film culture, arts and charitable activities • Maintain excellent supporter communications, promoting awareness of the activities their donations support and where appropriate inviting them to engage more in Broadway’s charitable activities
Duty 5 Measures	Financial reporting and Board accountability <ul style="list-style-type: none"> • Ensure that budget targets for generated income and expenditure, including membership, advertising and conference sales, are monitored and regularly reported on with appropriate action taken if required • Responsible for the Communications & Marketing budget ensuring that spend is monitored, effective and cost efficient • Report quarterly to the Board of Trustees on progress in all matters related to audience development, marketing and communication strategies
Duty 6 Measures	Leadership and Planning <ul style="list-style-type: none"> • Provide strategic leadership and inspiring management to all team members and create a developmental and learning environment whereby team members are motivated and supported in their work • Set clear team priorities and individual objectives in line with Broadway’s mission, vision and strategic direction • Manage staff performance against the delivery of objectives conducting regular one to one supervision meetings with direct line reports and provide regular feedback and support throughout the year and as part of the appraisal process • Ensure communications within and between teams are effective and working relationships are supportive and productive
Duty 7 Measures	Be a positive contributor to the Senior Management team (SMT) <ul style="list-style-type: none"> • As part of the SMT contribute towards team working and project leadership • Inspire, motivate and enthuse staff teams across the organisation, celebrating our successes and encouraging ambition and achievement • Create a positive customer experience and establish Broadway as synonymous with quality, diversity and accessibility • Play an active role in organisational strategic planning processes and be responsible for completion of operating plans and budgets • Ensure accountability and the consistent implementation of agreed policies and procedures • Attend and participate in Board meetings, providing updates and feedback on communications and marketing activity • Be a brand ambassador and represent Broadway at external events, sharing inspirational and motivational stories from those who have engaged with and benefited from their experiences with the organisation • Offer innovative and creative ideas to further develop the potential for cultural impact and income generation